



October 28, 2004

Ms. Marlene H. Dortch
Secretary
Federal Communications Commission
445 12th Street, S.W.
Washington, D.C. 20554

Re: WRRM-FM / Cincinnati, OH
Localism Initiatives Synopsis

Filed by: Dan Swensson
General Manager
WRRM-FM

In regards to Docket No. 04-233

Local News Investment

- WRRM has a full-time News Director who also serves as the station's Community Service Director. WRRM also subscribes to Metro news service for additional support in gathering local news as Metro has its own Cincinnati bureau.
- WRRM airs 40 newscasts per week in morning drive and afternoon drive, between 6am and 9am, and 4:30pm and 5:30pm. Each newscast is between 2 to 4 minutes in length, totaling 30 minutes of news per day.
- The two newscasters were raised in the Cincinnati areas and know the issues that matter to the listeners.
- In addition WRRM airs 19 local traffic reports per day during morning and afternoon drive for a total of 19 minutes.
- All of WRRM's newscasts are heavily focused on the local market. 4 of the 6 stories are focusing on local stories.
- Editorial content is made everyday in the banter between the announcers, newscaster, and the listening audience.

Local Public Affairs

- WRRM airs a 90 minute block of public affairs programming each Sunday morning including two 30-minute locally originated programs. “Issues” is a public affairs program aired in conjunction with WLWT television. The 30 minute show focuses on local issues. Various local politicians, community leaders and event organizers are interviewed. “Issues” also features a community calendar listing local events to be held within two weeks of the air date. Locally focused public service announcements act as commercials between the segments. “Issues” airs each Sunday morning from 6:30am and 7am. “The Community Report” is produced and aired in conjunction with Time Warner Cable. Various politicians, community leaders and event organizers are interviewed. Topics on shows have ranged from road repair updates to State bills up for consideration. “Community Report” airs each Sunday from 7am to 7:30am.
- WRRM also airs “Parents Journal”, a syndicated public affairs program surrounding family and parenting issues.

Emergency Programming

- WRRM is prepared to air any type of emergency programming through its news partner Metro NewsSource and WCPO-TV. Live audio is made available through Metro and WCPO in the event of a local or national emergency.
- WRRM participates in all Amber Alert warnings for Ohio, Kentucky and Indiana. WRRM airs Amber Alerts through our EAS capabilities and follows with regular Amber Alert announcements until each situation is resolved.
- WRRM is an EAS monitoring station. As WRRM is manned with an operator 24 hours per day, the station is able to air EAS alerts when necessary.
- WRRM is partnered with WCPO television for weather coverage and has around the clock availability to a WCPO meteorologist in the event of a weather emergency.

Civic, Cultural and Community Responsive Programming

- WRRM airs 50 public service announcements responsive to community needs on a weekly basis. WRRM’s Community Service director has the responsibility to determine community needs and requests for content in these announcements with a special effort to promote events and concerns in Cincinnati.

Music

- WRRM also sponsors several concerts in conjunction with the Cincinnati Recreation Commission and the City of Blue Ash that features local acts in addition to national entertainment.

Station Participation in Community Activities

- The WRRM morning show interviews local actors from musicals seen in the "Broadway Series" at the Aronoff Center.
- The WRRM morning show is a sponsor and participant in the Leukemia-Lymphoma Team in Training. We do both interviews and on-site broadcast.
- The WRRM morning show has a local feature called the Friday Morning Pep Rally. It features local Cheerleading Squads in studio highlighting local Friday Night High School Games.
- WRRM provides a forum for local players from the Cincinnati Reds and Cincinnati Bengals helping to promote their local events to benefit underprivileged children.
- The WRRM morning show features the Pledge of Allegiance, recognizing area schools/students doing the pledge on air each morning.
- The WRRM "Cares for Kids" Radiothon is 4 day on-air fundraising event to benefit the Cincinnati's Children's Hospital.
- WRRM has partnered with Crayons to Computers school supply drive to provide school supplies to less fortunate students through a free store for teachers.
- The WRRM website serves as a support mechanism for all station sponsored charitable activities with links to each group's web site and details of the station's interaction. The website features a community affairs link where listeners can post information on local news and events.
- WRRM supports the Hope 4 Hyde Family, a Lunken Playfield Fundraiser for a local family where 2 members are facing serious medical/life threatening problems.

- WRRM sponsors the Sara Zepernick Run for the Gold to benefit research for Leukemia.
- Local nutrition expert, Nancy Zwick of the Dairy Council appears on air once a quarter on the WRRM morning show.
- Local physician, Dr. Steve Muething appears every 8 weeks on the WRRM morning show. The doctor answers parenting questioned phoned in by listeners.
- The WRRM “Read to Me Program” (Morning Show) is an ongoing community outreach program. Every Tuesday, the Warm 98 Morning Show visits a classroom to read books with them. This is a strong effort to enforce the importance of learning through books. They visit classrooms that sign-up on their Morning Show Web Page throughout the Tri-State area.
- The Warm 98 “Teacher of the Week” is an on-going project with the Morning Show. This is a continuous effort to honor those teachers who have greatly affected the future leaders of our society. The Morning Show goes out every Friday throughout the school year with tons of goodies for the teacher that has won through being nominated either on the web, at a store or however we are choosing to select at that time. The teacher is honored with gifts & recognition.
- WRRM sponsors Camp Fair, a one-day event that is put on in the City of Blue Ash with on-going supportive promos. Families can come out and stop by a plethora of booths dedicated to showcasing various organizations and summer camps for children to attend over the summer. There were over 300 people in attendance.
- Race for the Cure is a banner event for WRRM. We support this charity that raises money for research and development for the Susan G. Komen Breast Cancer Foundation. We were on-site for this race and had extreme station involvement.
- WRRM is a sponsor of the Cincinnati Flying Pig Marathon. WRRM begins running promos in January giving tips on how to train for marathon. We also provide all the information you would need to be a spectator. Cincinnati Marathon, Inc. is a non-profit 501(c) (3) organization formed to host a national event, which raises money for charities. The Flying Pig Marathon is pleased to announce that in 2003, we donated nearly \$30,000 to charities within our local community.
- With this, we also support this through promoting the Flying Piglet which is on May 1st. We will be on-site both days to support the runners and spectators in several locations.

- WRRM is the radio media sponsor for Great Strides. We will have one remote prior to the walk to support the fundraising and recognition efforts. We ran a magazine ad, provided web and on-air exposure and were on-site with a van and a DJ. We run several PSA's to help support this walk.
- Cincinnati Public Library Fundraiser: Warm 98 provided on-air promos, a free remote and web exposure for this day. It was a day to encourage the community to celebrate the wealth of knowledge and activities that your local library can offer. It was a successful day with hundreds in attendance.
- Employment Guide's Superbowl Jobs 2004 Job Fair March 31, 2004: one day annual event hosted at Paul Brown Stadium dedicated to providing the public with access to employers from over 35 local businesses looking for potential employees. Warm begins running on air mentions two weeks out from the event, including web site exposure. Warm also takes a presence on-site at the event, not only providing music and entertainment, but also the opportunity for the public to receive employment information from Radio Cincinnati. Promotional Run: 2 weeks of consistent on-air promotional mentions and web exposure
- Cincinnati Gymnastics Academy Presents the US Coach's Cup: This is an all of Cincinnati gymnastics event/fundraiser in honor and support of the continuing education of Cincinnati Teen Gymnastics Teams. We helped support this through on-air promotional mentions, PSA's, web exposure, and by doing a remote with live breaks to encourage people to come out and support local gymnastics teams.
- WRRM sponsored Walk America: We ran promos, PSA's, and were on-site for this one-day walk in support of the March of Dimes Foundation. We also supported through the web and being on-site playing music and having a DJ make announcements. There were over 7,000 walkers and raised about \$650,000.
- WRRM is very involved with local schools. Promotions people and on-air DJs frequently visit schools that request our presence throughout the school year to talk about radio and our jobs. We also bring out station vehicles for Vehicle Days at schools to explain how the broadcasting van works at events and remotes.

- WRRM participates and promotes several local festivals: Throughout the summer, Warm 98 sends out a van to several different Church Festivals to play music and hand-out prizes. We help support Church fundraising by drawing people to the Festival with on-air promos and on-site appearances.

St. Dominic in Western Hills 45238
All Saints in Montgomery 45236
St. Judes in Cheviot 45211
St. Vivian in College Hill 45224
St. James of the Valley in St. Bernard 45216
Lady of Our Lourdes in Western Hills 45238
St. Bernadette in Amelia 45102

- WRRM sponsors Push for Pencils, a month long program tied in with Staples, dedicated to raising basic school supplies for Tri-State teachers and students. Warm 98 makes visits to various Staples locations encouraging listeners to stop out and purchase pre-packaged supplies for area schools. We run magazine ads for it in Cincinnati Family Magazine and run on-air promos & have web exposure for four weeks. They raised \$10,000 in cash proceeds and \$3,000 in school packages was also raised.
- WRRM was the radio sponsor for Wahmfest. This is a one-day annual event dedicated to providing information to mothers who want to work from home. Warm 98 is on-site providing live breaks, contest registration, and personality appearances. Warm 98 runs three weeks of on-air promos and web exposure for this event. They had over 1,000 women come through.
- WRRM participates in the Hoxworth Blood Drive. This is a one-day event dedicated to bringing awareness to the importance of blood supplies. Warm 98 is on-site with the Hoxworth blood mobile providing live breaks, personality appearances, and contests. We provide two weeks of on-air and web exposure.
- WRRM supported a one-day fundraiser for the Boys & Girls Club through on-air promos, web exposure and live breaks from the on-site fundraiser. In 1998, the Arby's Foundation added Boys & Girls Clubs of America as an additional charity partner in order to broaden its commitment of making a difference in the lives of America's youth. Boys & Girls Clubs of America is a national non-profit youth organization comprising 1,850 Boys & Girls Club facilities that help some 2.6 million young people connect with opportunities for personal growth and achievement.

- Cincinnati Public Library Fundraiser: Warm 98 provided on-air promos, a free remote, and web exposure for this day. It was a day to encourage the community to celebrate the wealth of knowledge and activities that your local library can offer. It was a successful day with hundreds in attendance.
- Smarter Kids: This is a two-month promotion that we run on the air and with the support of a third party tie-in where we giveaway \$40,000 worth of college scholarship bonds. It is Warm 98's way of encouraging continuing education to youth.
- Warm 98's Street Smarts: This was a one-day event created in response to the numerous deaths of teenagers caused by the lack of experience and the carelessness of teenage drivers. We had support from two area prosecutors, MADD, SADD, Safety Coalitions, Local Police & Fire, DARE, etc. We received exposure on two different local news stations and had over 1,000 people show up to this event. We provided a hands-on driving experience with golf carts and fatal vision goggles. We also provided a car with a skid on the back to simulate driving an out-of-control car in the care of a trained professional.
- WRRM and the Women's Health Advantage: Through a one-year effort to begin, we have an on-going relationship with hospitals. We go out one Wednesday a month to promote free screenings to test the health of your heart. Heart Disease is the number one killer in women and we are helping to make women aware of this rising number of deaths, and the importance of getting tested and staying healthy. We support this by being on-site for the screenings, on-air promos, and web exposure.
- WRRM partnered with the National Underground Railroad Freedom Center grand opening event with the purpose of encouraging people within the Tri-State to visit the new historic education museum. MOJO is on site providing live breaks, awareness activities, and other incentives to encourage listeners to make time to celebrate the grand opening. Promotional Run was one month of on-air freedom vignettes running twice each day, four weeks of consistent on-air promotional mentions, and web exposure.
- WRRM promotes Breast Cancer Awareness: WRRM began support in September. Over a dozen music celebrities and more than a thousand radio outlets have joined the National Breast Cancer Foundation (NBCF) for its second annual Pink Ribbon Challenge. The Challenge runs October 1-31 at www.thebreastcancersite.com. October is National Breast Cancer Awareness Month and Warm 98 urges listeners to visit the www.warm98.com through PSA's to take The National Breast Cancer Foundation's *Pink Ribbon Challenge*. This challenge is free and has the power to provide free mammograms to hundreds of uninsured and underserved women throughout the country. The Pink Ribbon Challenge is



completed by clicking on the pink ribbon at www.warm98.com. The more clicks, the more women that can be helped!

- WRRM supports the American Red Cross by putting office safety kits in Corporate Takeover Bags. It's an effort to be prepared in case of attack or natural disaster emergency.
- WRRM helped Clermont County launch its first annual Taste of Clermont County. WRRM ran promos, web exposure, and on-site exposure for the Taste of Clermont event. This event was to help raise money for Clermont County to help revamp and restore its historical monuments.

